CANADA / NEW BRUNSWICK
CONSERVATION AND
ALTERNATIVE ENERGY AGREEMENT

L'ENTENTE CANADA / NOUVEAU-BRUNSWICK
SUR LES ÉCONOMIES D'ÉNERGIE
ET LES ÉNERGIES DE REMPLACEMENT

A Follow Up Study
of the
"Retrofit Design Competition"

August 1988

Prepared for:

Department of
Natural Resources and Energy
Province of New Brunswick
Fredericton, N.B.

Prepared by:

Baseline Market Research Ltd.
Fredericton, N.B.

DISCLAIMER

This report, funded by the New Brunswick Department of Natural Resources and Energy and Energy, Mines and Resources Canada is published as a public service for the information of the public. The parties do not, however, warrant the accuracy of its contents and cannot guarantee or assume any liability for the effectiveness of economic benefits of the devices and processes described in the report or that their use does not infringe privately-owned rights.

DÉNI DE RESPONSABILITÉ

Ce rapport, financé conjointement par le ministère des Ressources naturelles et de l'Énergie du Nouveau-Brunswick et Énergie, Mines et Ressources Canada, est publié à titre de service public. Les gouvernements fédéral et provincial n'assurent aucunement l'exactitude du contenu, l'efficacité des appareils et des procédés et, enfin, les économies que préconise le rapport. L'utilisation de ces systèmes de conservation d'énergie ne doit, à aucun moment, empiéter sur les droits d'autrui.

TABLE OF CONTENTS

TOPIC		PAGE
1.0	INTRODUCTION	1
	1.1 BACKGROUND	1
	1.2 STUDY OBJECTIVES	2
2.0	RESEARCH METHODOLOGY	3
	2.1 SAMPLING	3
	2.2 QUESTIONNAIRE DESIGN	3
3.0	DATA ANALYSIS	4
	3.1 PERCEPTION OF "RETROFIT DESIGN COMPETITION"	4
	3.2 EVALUATION OF COMPETITION GUIDELINES	7
	3.3 REASONS FOR NOT ENTERING COMPETITION	8
	3.4 SUGGESTIONS REGARDING FUTURE DESIGN COMPETITIONS	9
	3.5 DESCRIPTION OF COMPETITION NON-ENTRANTS	10
4.0	CONCLUSIONS	11

APPENDIX A - SURVEY QUESTIONNAIRE

APPENDIX B - RETROFIT DESIGN COMPETITION GUIDELINES

APPENDIX C - NEWSPAPER ADVERTISEMENT

1.0 INTRODUCTION

Baseline Market Research Ltd. (Baseline) has completed this follow-up study of the "Retrofit Design Competition" in response to a request from the Energy Branch of the Department of Natural Resources and Energy.

The focus of this follow-up study is on those individuals who requested information regarding the "Retrofit Design Competition" but did not submit an entry.

The first section of this report contains a brief description of the study background, as well as the objectives which guided this research effort.

1.1 BACKGROUND

During the first quarter of 1988, the federal and provincial governments, through the "Canada/New Brunswick Conservation and Alternative Energy Agreement", sponsored a "Retrofit Design Competition" for completed energy efficient residential retrofit projects in New Brunswick. The purpose of this competition was to recognize, promote and catalogue energy conservation

activities through home renovations and retrofit.

The primary purpose of this study is to determine why people chose not to enter the competition.

Baseline was provided, through the provincial Energy Branch, with a list of 98 names of people who requested information about the "Retrofit Design Competition" but did not subsequently submit an entry.

1.2 STUDY OBJECTIVES

In order to determine the reasons why people chose not to participate in the "Retrofit Design Competition", the following objectives were developed to guide this research evaluation:

1) To determine non-entrants' perceptions of the purpose of the "Retrofit Design Competition".

2) To determine non-entrants' evaluations of the competition guidelines.

3) To identify the primary reasons people chose not to enter the "Retrofit Design Competition" after receiving the requested information.

4) To generate ideas and suggestions for improvement which may encourage greater participation in future design competitions.

2.0 RESEARCH METHODOLOGY

This section of the report will review the sampling process, the design of the survey questionnaire and the method of data collection employed in this study.

2.1 SAMPLING

This was a study of a small group of readily identifiable individuals (i.e. people who requested information but did not enter). Sampling, therefore, consisted of attempting contact with all names on the list. Of the 98 names provided to Baseline by the Energy Branch 66 people were contacted. Of the 32 people not participating in this study, the majority did not have a current telephone listing or were otherwise unavailable (24 people). There were 5 duplicate contact names and 3 people indicated they had not received any information or guidelines. Of the 66 people contacted, only two refused to complete the survey, resulting in a total of 64 completed interviews.

2.2 QUESTIONNAIRE DESIGN

The questionnaire was designed to provide an objective evaluation of non-entrants' perceptions

of the "Retrofit Design Competition" and to determine why they chose not to enter this competition.

Interviews were conducted by telephone during April, 1988 from Baseline's central interviewing facility in Fredericton, N.B. The language of the interview was determined by the respondent. A copy of the questionnaire used is included in Appendix A.

3.0 DATA ANALYSIS

This section of the report will summarize the information obtained from non-entrants of the "Retrofit Design Competition".

3.1 PERCEPTION OF RETROFIT DESIGN COMPETITION

Understanding respondents' expectations of the "Retrofit Design Competition" reveals some reasons why they chose not to enter. Although the responses varied when asked what they thought the competition would involve, the following statements summarize respondents' general perceptions:

1) Many thought it would be less complicated, have less stringent entry requirements, or that it would be for general renovations - not so specific. (16 mentions)

2) Some believed the competition was geared more towards the renovation of older homes. (8 mentions)

3) Others believed they would receive information on how to undertake renovations in their own home. (7 mentions)

4) Others expected they would be able to submit plans for future work, possibly receiving some technical and financial assistance for future work. (6 mentions)

5) A few believed there would be substantial prizes of some form to be won. (4 mentions)

6) Finally, some stated that it was what they expected. (3 mentions)

The remaining respondents were unsure of what to expect

It is clear that most respondents seemed to underestimate the complexity of the entrance requirements or misunderstood the purpose of the contest. There were those who believed it was designed for older homes and others who believed it was intended for future work plans.

In addition to soliciting respondents' expectations of the competition itself, their reactions to the design competition guidelines (contained in Appendix B) were also obtained. The majority of respondents indicated their first reaction to the guidelines was that they were too demanding in terms of the plans and photographs that were required (29 mentions). As well, others were disappointed that plans for future work were not be eligible (10 mentions). Other reactions of respondents were that substantial prizes should have been awarded (3 mentions) and that they believed the competition was designed only for professionals and not the average homeowner (2 mentions).

The guidelines for the "Retrofit Design Competition" will be reviewed in more depth in a subsequent section although it seems clear at this point most were unprepared for what they perceived to be stringent entrance requirements of the competition.

When respondents were asked about their proposed design submission, 51% stated that it was for work

they had done on someone else's home and 49% indicated it was for work done on their own home.

Survey respondents generally became aware of the competition through the various provincial newspapers (42 mentions) or from information they had received in the mail (16 mentions). The most commonly cited newspapers were the Moncton Times Transcript (11 mentions) and the Saint John Evening Times Globe (9 mentions).

3.2 EVALUATION OF THE COMPETITION GUIDELINES

Sixty-seven percent of respondents indicated that the guidelines did not allow adequate time for entry completion. Seventy-eight percent believed, however, that the guidelines provided sufficient information about the contest to potential entrants.

While half of the study participants had no particular problem with the format suggested in these guidelines, those who did, generally believed the requirements to be too detailed and demanding with a lack of sufficient time to complete their entry accordingly.

The majority of non-entrants believed the guidelines were clear and to the point (88%).

It would seem that most of the respondents believed the requirements of the competition (as outlined in the guidelines) to be complex, but presented in a clear and understandable manner.

3.3 REASONS FOR NOT ENTERING COMPETITION

Respondents were then asked what made them decide not to submit a design; while the exact reasons varied, the lack of time available to complete the entry (17 mentions) and the demanding entrance requirements (17 mentions) were the most common reasons given. Others stated they were ineligible for the competition because their entry was for work proposed in the future or did not qualify for other reasons - (13 mentions). Other respondents had wanted only to receive information (6 mentions) and some did not enter because they did not consider the prizes a proper compensation for the effort involved - (4 mentions).

3.4 SUGGESTIONS REGARDING FUTURE DESIGN COMPETITIONS

In evaluating the current program, survey respondents were asked to suggest improvements which could be made to future competitions to encourage greater participation.

While the majority of improvements suggested for the competition have been previously mentioned as deterrents to participation, a review within the current context is in order. Many suggested that the time frame allowed for submission be extended due to the required level of detail (13 mentions). As well, many believed there should be fewer or no drawings, blueprints or photographs required in order to submit an entry (12 mentions). Other possible improvements suggested were: having broader categories such as including commercial properties (7 mentions), allowing plans for future renovations (5 mentions), providing a more substantial prize (4 mentions), generating greater awareness of the competition through increased advertising (3 mentions) and presenting information in a clearer manner with more initial detail (2 mentions).

Further, when asked about rewards or incentives which would encourage greater participation levels, entrants from the design and construction fields indicated they would be motivated by publicity and prestige. The average homeowner, on the other hand, would be more motivated by tangible rewards such as money. Others did not believe any reward or prize would motivate entry (9 mentions). Other incentives suggested were certificates verifying participation (5 mentions) and tools or building supplies (4 mentions).

The majority of survey respondents believed the competition was designed for building contractors, architects, engineers or others involved in the business of doing renovations. Most did not see the average homeowner entering a competition such as the "Retrofit Design Competition".

3.5 DESCRIPTION OF COMPETITION NON-ENTRANTS

In this follow-up study of "Retrofit Design Competition", a description of the typical non-entrant was derived from data collected in the survey.

For example, respondents were asked about the age of the home for which they had considered entering plans. Three-quarters of the homes were built before 1950, while 38% had been built in the 1800's.

Each person interviewed was asked his/her occupation and it became clear that most were in the design, engineering or construction fields with 22 involved in the building or construction trades. As well, fourteen were employed in the areas of architecture and design, drafting and engineering.

In terms of age, most non-entrants were between 30 and 50 years of age (39 people). There were 13 non-entrants over the age of 50 and 9 non-entrants under the age of 30. It is interesting to note as well, that 92% of the non-entrants were male.

4.0 CONCLUSIONS

In conclusion, it would seem that many of the "Retrofit Design Competition" non-entrants misunderstood the general purpose of the competition, while others underestimated the complexity of the

entrance requirements. It was an issue of time and stringent demands which discouraged many who may have been eligible from submitting an entry.

While most perceived the guidelines themselves to be too exacting, there was general agreement that the information in the guideline was presented clearly and concisely.

In terms of improvements for future design competitions, non-entrants suggested longer time frames, less detailed submission procedures, as well as allowing the submission of planned renovation projects. It may be possible to include a category for planned renovations in future competitions.

The rewards or motivations required to encourage entry will be a function of the purpose of the competition. Specifically, a function of the type of entrant organizers wish to attract. Most people perceived this competition to be aimed primarily at those actively involved in the design and construction industries.

APPENDIX A

Hello, may I speak with (READ NAME):

IF AVAILABLE CONTINUE
IF NOT AVAILABLE ASK FOR CALL BACK TIME
IF SOMETHING ELSE, NOTE ON LOG SHEET

I'm _____calling from Baseline Market Research in Fredericton. Our firm has been asked to conduct a follow-up study on the Retrofit Design Competition which was held this year. This competition was sponsored by the Department of Natural Resources and Energy.

Your name was selected from among those who requested information about this study and we would really appreciate your help. This survey will take just a few minutes of your time. We do have your name, but all your answers are confidential...our report will only present an overall summary of the information collected.

Q.1 For our first question...when you requested the information materials for the Retrofit Design Program what did you think the competition would involve...we'd like to have you tell us in your own words.....

_____

_____

_____...___ ___

D.K.....97

REF/NA.....98

IF RESPONDENT DOES NOT RECALL PROGRAM EXPLAIN

Q.2 What was your first reaction when you received the guidelines for this program...were they just what you expected...very different or what?

_____

_____

_____...___ ___

D.K.....97

REF/NA.....98

Q.2A. When you were thinking about submitting an entry for this competition, were you thinking about using work that you had done or had done on your own home - or were you using work that you had done for someone else?

OWN.....1

OTHER.....2

DK.....7

REF.....9

Q. 3 How did you first learn about this competition...through newspapers...posters ... through the mail or what? PROBE FOR SPECIFIC NEWSPAPER ETC.

_____

_____ ___ ___

DON'T KNOW.....97

REF/N.A.....99

Q.4 Did the guidelines for this project seem to give enough time or not enough time for contestants to complete their entries for this competition?

ENOUGH TIME.....1

NOT ENOUGH TIME.....2

DON'T KNOW.....7

REF/N.A.....9

Q.5 Did the guidelines give you enough or not enough information about this contest?

ENOUGH INFO.....1

NOT ENOUGH INFO.....2

DON'T KNOW.....7

REF/N.A.....9

Q.6 The guidelines for the competition required that you submit your presentation in a special format...did you have any particular problem with the format suggested in these guidelines? IF SO: What were they?

_____

_____

_____...___ ___

NO DIFFICULTIES.....95

D.K.....97

REF/N.A.....98

Q. 7 Based on your reading, were the guidelines...

	YES	NO	D.K.	REF/NA
clear and to the point	1	2	7	9
too complicated	1	2	7	9

Q.8 According to the records for this program, you did not submit a retrofit design for this competition....what made you decide not to submit a design?

_____

_____

_____...___ ___

D.K.....97

REF/NA.....98

Q.9 Because this is an evaluation of this program, we would like to ask for your suggestions on any improvements that could be made to the competition...what could be done to get more people to take part in this program? (PROBE FOR DETAIL)

_____

_____

_____...___ ___

D.K.....97

REF/NA.....98

IF NOT MENTIONED:

Q.10 Can you think of any awards, prices or incentives which would encourage more people to take part in a Retrofit Design Competition?

_____

_____...___ ___

D.K.....97

REF/NA.....98

Q.11 How would you describe the type of person who would be most likely to take part in this type of competition?

_____

_____...___ ___

D.K.....97

REF/NA.....98

Now, we like to end this survey with just a few questions about you so that we can compare the attitudes of different groups of people in this survey....first of all...

Q.12 In what year was the home in which you now live actually built? OR IF SUBMITTING WORK ON ANOTHER HOME: In what year was the home you did the work on actually built?

YEAR BUILT.....___ ___

DK.....97

REF./N.A.....99

IF DESIGN WAS FOR OWN HOME ASK:

Q.13 Altogether, how many years have you lived in your present home?

NO. OF YEARS.....___ ___

DK.....97

REF/NA.....99

Q.14 What is your occupation...what do you do for work?

_____

_____ __ __ __ __

DK.....9997

REF/NA.....9999

Q.15 Finally, in what year were you born?

ENTER YEAR.....___ ___

DK.....97

REF/NA.....99

Q.16 ENTER SEX:

FEMALE.....1

MALE.....2

Q.17 ENTER LENGTH OF INTERVIEW .....___ ___

APPENDIX B

RETROFIT DESIGN COMPETITION GUIDELINES

Sponsored By:

New Brunswick Dept. of
Natural Resources & Energy,
Energy Branch
and
Energy Mines & Resources Canada

PROVINCE
OF
NEW BRUNSWICK
RETROFIT DESIGN COMPETITION

Announcement and Statement of Purpose

The New Brunswick Department of Natural Resources and Energy and Energy Mines and Resources Canada announce a design competition for completed, energy efficient, residential retrofit projects. The competition seeks to recognize exemplary work in the field of renovation of residential buildings, with specific emphasis directed to those measures employed to reduce energy consumption. Drawing attention to those completed retrofit projects which display a well thought out and properly executed plan will serve to encourage others to pay similar attention to their renovation and retrofit projects. It is the purpose of the competition to produce a book displaying the award winning projects together with illustrations of energy retrofit details employed in projects entered in the competition.

The general purposes of the Retrofit Design Competition are:

(a) Recognition of creative approaches to reducing energy consumption in the existing housing stock;

(b) Draw attention to good design in the field of renovation and retrofit;

(c) Demonstrate the positive effect of good renovation on the character of older homes;

(d) Promote an interest in maintaining and retrofitting older homes to new standards rather than their demolition;

(e) Demonstrate to industry the value of such a competition and establish a base for its continuation with support from various agencies and associations within the housing industry;

(f) Develop a catalogue of renovation and retrofit measures which will aid homeowners in New Brunswick in refurbishing their older homes, or multi-family dwelling to reduce energy consumption. Competitors are advised that entries may be submitted, in accordance with the rules defined below, in either French or English.

PROVINCE
OF
NEW BRUNSWICK
RETROFIT DESIGN COMPETITION (continued)

Rules of the Competition

1. Eligibility:

Applicants must be residents of the province of New Brunswick, and properties being submitted for recognition must be located in the province of New Brunswick.

Ineligible Competitor:

A member of the awards jury, his or her immediate family, or a partner, associate or employee of a member of the jury.

2. Submissions:

A competitor may submit more than one entry, and a contractor or designer may be associated with more than one submission by the same or different homeowners. Each property in the competition shall be submitted as a separate entry.

3. Mandatory Registration:

All competitors or intending competitors must register with the Competition Coordinator at the Energy Branch on the form provided or by sending the requested information in the same format on plain, white paper. Registrations postmarked later than February 15, 1988 will not be accepted.

The Competition Coordinator shall keep a secure tabulation of all competitors which shall remain completely confidential during the entire period of the competition, until the completion of judging and announcement of awards.

4. Guarantee of Authorship of Competition Submissions:

Submissions will not be accepted unless accompanied by a separate guarantee of authorship signed by the competitor in the same manner as the original registration and submitted with the competitor's entry.

PROVINCE
OF
NEW BRUNSWICK
RETROFIT DESIGN COMPETITION (continued)

5. Competition Schedule:

Close of mandatory registration:	February 15, 1988
Closing date for entries:	March 4, 1988
Closing date of judging:	March 11, 1988

Successful competitors will be notified by March 14, 1988. Presentation of awards will be held on March 28, 1988.

6. Programme Requirements:

Category A - INTERIORS
This category will acknowledge projects which involved the renovation and retrofit of only the interior of older homes. Changes must not have involved addition of new structure to the home.

Category B - EXTERIOR
This category will acknowledge projects which involved the renovation and retrofit of only the exterior of older homes. Changes must not have involved addition of new structure to the home.

Category C- ADDITIONS
This category will acknowledge renovation/retrofit projects which have involved the addition of structure and area to the original older home.

7. Evaluation of Submissions:
Submissions receiving awards from the competition will serve to illustrate good design solutions to renovation and retrofit projects.

PROVINCE
OF
NEW BRUNSWICK
RETROFIT DESIGN COMPETITION (continued)

8. Drawings, Photographs, and Submissions:

All competitors must submit drawings, photographs and documentation, as identified below, in the format specified.

Drawings shall be clear, concise and complete. All drawings shall be done in clear, black pencil, or ink and shall be submitted on size 17" by 22" boards (a maximum of four) having a white surface with the long axis horizontal. All lettering shall be in English or French, minimum 5mm, shall be consistent throughout the sheets and shall be of a size and quality that will be legible when reduced in size for reproduction. The scale shall be 1/4" to equal 1'-0".
Photographs of the exterior must show North, East, South, & West views of the home. Photographs of the interior must illustrate the full extent of the completed renovation.

The required drawings are as follows:

- Floor Plan (Before)
- Floor Plan (After)
- Typical Wall, Roof Sections
- Special construction details which illustrate energy conservation measures used in the renovation/ retrofit project.
- Photographs of Exterior (Before & After)
- Site Plan (Indicate North)

No models shall be required, and none shall be accepted.

Documentation shall be submitted in the form of a brief report (English or French) of no more than four typewritten pages. This report should contain the following information:

- A statement of the design philosophy in respect to the energy performance of the building, fuel used, selection of retrofit technique;
- Energy consumption details: an estimate of energy consumption supported by calculations or comparative energy consumption records from before and after the retrofit;
- First cost (a bill of materials, material specifications, labour in person-hours by trade is desirable), operating and life cycle costing estimates.

PROVINCE
OF
NEW BRUNSWICK
RETROFIT DESIGN COMPETITION (continued)

- Principals and description of all energy systems including renewable energy technology and building elements.

Note: There should be no identification of the competitor on the drawings, photographs or report.

9. Delivery of Entries:

All materials shall be shipped to the office the Competition Coordinator at the address listed below, securely wrapped and supported by a stiff backing with all charges paid and shall arrive at the address no later than March 4, 1988.

Submissions shall be addressed to the following:

RETROFIT DESIGN COMPETITION
N.B. Dept. of Natural Resources & Energy
Energy Branch
P.O. BOX 6000
Fredericton, N.B., E3B 5H1

Telephone: 453-3684

10. Judgement and Awards:

A jury of awards may be comprised of persons from the following professions:

- architecture
- real estate
- building
- materials manufacture
- Fed. Govn't (EM&R)
- Prov. Govn't (NBHC)
- Coordinator from the Energy Branch

If any member of the jury is unable to act, an alternate member will be appointed by the Coordinator.

PROVINCE
OF
NEW BRUNSWICK
RETROFIT DESIGN COMPETITION (continued)

The Decision of the majority of the jury, which shall be binding on all competitors, shall be final.

Awards: Three awards may be presented in each category of the competition, and honourable mentions may also be awarded. An award need not necessarily be given in each category. The judges will decide if awards should be presented in each category, on the basis of the number and quality of submissions. Awards will be in the form of plaques or certificates, and will recognize renovation/retrofit work carried out on older homes.

11. Responsibility and Rights of the Energy Branch:

The Competition Coordinator, in conjunction with the jury shall prepare a final report including reasons for the selection of the successful competitors. Copies of the report shall be sent to all competitors.

The Energy Branch accepts no responsibility for the loss of or damage to drawings in their care or in transit and for non-receipt of submissions in time for the competition. The Energy Branch reserves the right to retain all entry material submitted to it.

It shall be a condition of entry that the Energy Branch, at its sole discretion, have the permission and licence of each competitor

(a) to place the retrofit design submission on public exhibit, and

(b) to include the retrofit design submission in a book of competition designs and concepts to be published by the Energy Branch for distribution to the public,

and that such permission shall extend to such exhibition or publication at any time after the closing date of the judgment.

No entry shall be considered from any competitor unless accompanied by a completed Rights to Design form supplied with entry materials available from the Competition Coordinator, a copy of which is attached as Appendix A.

PROVINCE

OF

NEW BRUNSWICK

RETROFIT DESIGN COMPETITION

REGISTRATION FORM

TO: RETROFIT DESIGN COMPETITION
N.B. Dept. of Natural Resources & Energy
Energy Branch
P.O. BOX 6000
Fredericton, N.B., E3B 5H1 Telephone: 453-3684

I wish to receive a copy of the Competition Guidelines, entry forms, and Rights to Design form for the PROVINCE OF NEW BRUNSWICK RETROFIT DESIGN COMPETITION. Please send me information and material on the following category or categories.

Category A - INTERIORS

This category will acknowledge projects which involved the renovation and retrofit of only the interior of older homes. Changes to the home must not have involved addition of new structure to the home.

Category B - EXTERIOR

This category will acknowledge projects which involved the renovation and retrofit of only the exterior of older homes. Changes must not have involved addition of new structure to the home.

Category C- ADDITIONS

This category will acknowledge renovation/retrofit projects which have involved the addition of structure and area to the original older home.

Name: _____

Address: _____

_____

APPENDIX A

PROVINCE
OF
NEW BRUNSWICK
RETROFIT DESIGN COMPETITION

Rights To Design Form

To be completed by all competitors

"As a condition of eligibility of this entry the undersigned competitor(s), hereby grant(s) permission and licence to the Energy Branch, at its sole discretion,

(a) to place the competitor(s) design submission on public exhibit, and

(b) to include the competitor(s) design submission in any publication of competition designs and concepts for distribution to the public

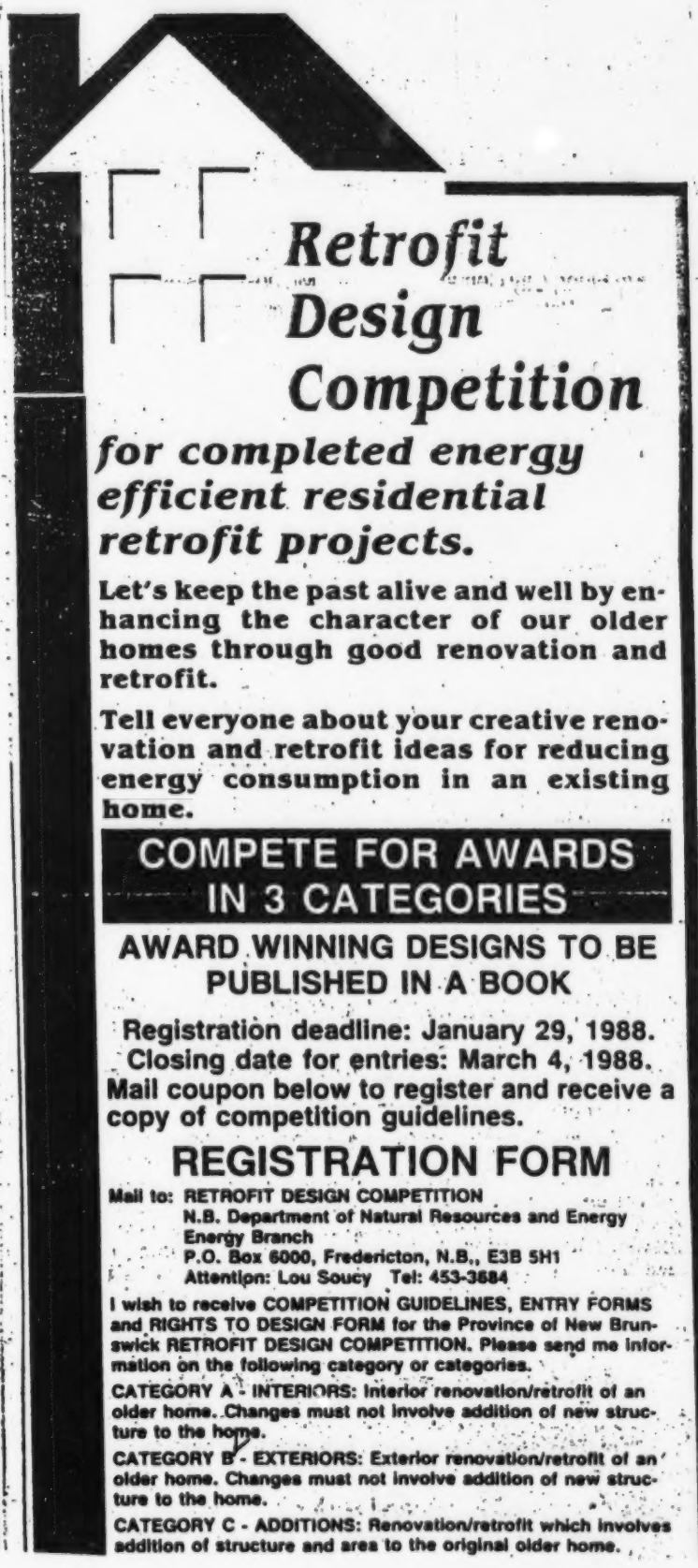
at any time after the closing date of judgment.

_____

_____

Signature(s) of Competitor(s)
(To appear exactly as on registration and authorship guarantee)

APPENDIX C



Retrofit Design Competition

for completed energy efficient residential retrofit projects.

Let's keep the past alive and well by enhancing the character of our older homes through good renovation and retrofit.

Tell everyone about your creative renovation and retrofit ideas for reducing energy consumption in an existing home.

COMPETE FOR AWARDS IN 3 CATEGORIES

AWARD WINNING DESIGNS TO BE PUBLISHED IN A BOOK

Registration deadline: January 29, 1988.
Closing date for entries: March 4, 1988.
Mail coupon below to register and receive a copy of competition guidelines.

REGISTRATION FORM

Mail to: RETROFIT DESIGN COMPETITION
N.B. Department of Natural Resources and Energy
Energy Branch
P.O. Box 6000, Fredericton, N.B., E3B 5H1
Attention: Lou Soucy Tel: 453-3684

I wish to receive COMPETITION GUIDELINES, ENTRY FORMS and RIGHTS TO DESIGN FORM for the Province of New Brunswick RETROFIT DESIGN COMPETITION. Please send me information on the following category or categories.

CATEGORY A - INTERIORS: Interior renovation/retrofit of an older home. Changes must not involve addition of new structure to the home.

CATEGORY B - EXTERIORS: Exterior renovation/retrofit of an older home. Changes must not involve addition of new structure to the home.

CATEGORY C - ADDITIONS: Renovation/retrofit which involves addition of structure and area to the original older home.

MINISTER OF NATURAL RESOURCES AND ENERGY

P.O. BOX 6000/FREDERICTON/NEW BRUNSWICK/CANADA/E3B 5H1

January 21, 1988

Dear Sir/Madam:

I would like to introduce the first **Retrofit Design Competition** to you and encourage your participation in this new, exciting project.

The Retrofit Design Competition is sponsored by the Department of Natural Resources and Energy and Energy, Mines and Resources Canada, under terms of the Canada/New Brunswick Conservation and Alternative Energy Agreement. It is open to builders, homeowners and designers of completed renovation/retrofit projects in older homes, and its purpose is to recognize excellence and encourage others to strive for similar, high quality workmanship.

Submissions will be received in three categories: Interiors, Exteriors and Additions. I have enclosed a poster which contains more information on registration and how to get a copy of the Competition Guidelines.

It is important that you register your intention to participate by February 15, 1988. After registering you will have until March 4, 1988 to complete and submit your entry documents. Judging will be completed by March 11, 1988, and successful competitors will be notified by March 14, 1988. Awards will be presented to the winners at a special ceremony on March 28, 1988.

In the past few years you may have become aware of many excellent renovation/retrofits on older, residential buildings. This is an opportunity for such work to receive well-deserved, public recognition.

Yours truly,

Morris Green

MORRIS GREEN

LMS/llw
Encl.

New Brunswick
Nouveau-Brunswick

Canada